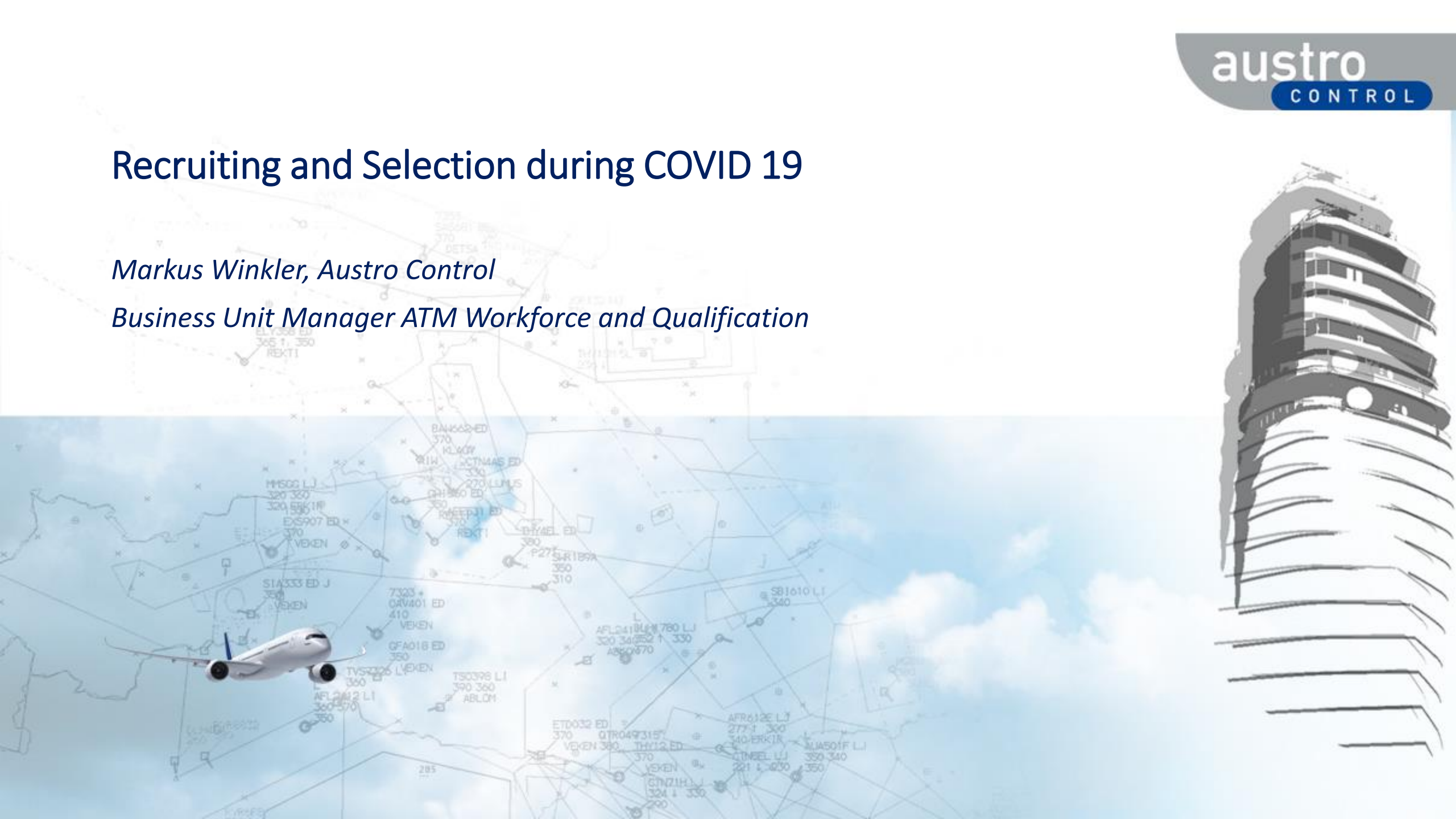


# Recruiting and Selection during COVID 19

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## Challenges in ATCO Recruiting/Selection Process

- Well established communication channels not available due to COVID 19 restrictions (e.g. visits in OPS-rooms, Recruiting Days)
- Selection/Training Process directly affected due to COVID 19.
- Adapting to the changing environment takes time, requires new ideas.
- Problem of public perception: aviation industry is in crisis, is there a future for me? Directly affects motivation to apply for ATCO training.



## Key messages to our applicants

### Top messages before COVID 19:

- Fascinating job, with high job security
- Excellent Work-Life Balance
- Well compensated

### Additional messages during COVID 19:

- This is a temporary crisis.
- Aviation will come back, people will always fly.
- ATCOs will always be needed.



## What has changed with COVID 19 in terms of reaching our target group

- Online activity during COVID 19 has risen substantially – surveys have indicated a rise of up to 30% in the general population
- Young people spend 1 to 3 hours per day on the internet
- Social contacts are maintained through Social Media - with WhatsApp and Instagram being the most used platforms



# Communication Channels

## Marketing Activities – Recruiting

### Above-the-Line (ATL) Classic advertising channels

- Radio
- Print Ads
- Commercials TV/Cinema

**All Face to Face Events cancelled**  
**Cinema and billboard advertising cancelled**

### Below-the-Line (BTL)

- Social Media
  - Facebook
  - Instagram
  - YouTube
- E-sports (Twitch – Youtube for Gamer)
- Live Communication
  - Exhibition Events (Berufsmessen)
  - Corporate Events (Recruiting Days at Austro Control)
  - Visits to operational units
  - Sponsoring of relevant events (in schools)
  - Viral Marketing (Newsletter, including active ATCOs and trainees to promote job, cooperation with Influencers)



## Focusing on Social Media and Online Marketing

Ideal communication channels for reaching Digital Natives:



- High range of coverage
- Attractive pricing
- Specific targetting
- Precise evaluation
- Easily adjustable



- Content production can be time-consuming
- Banner blindness
- Adblockers

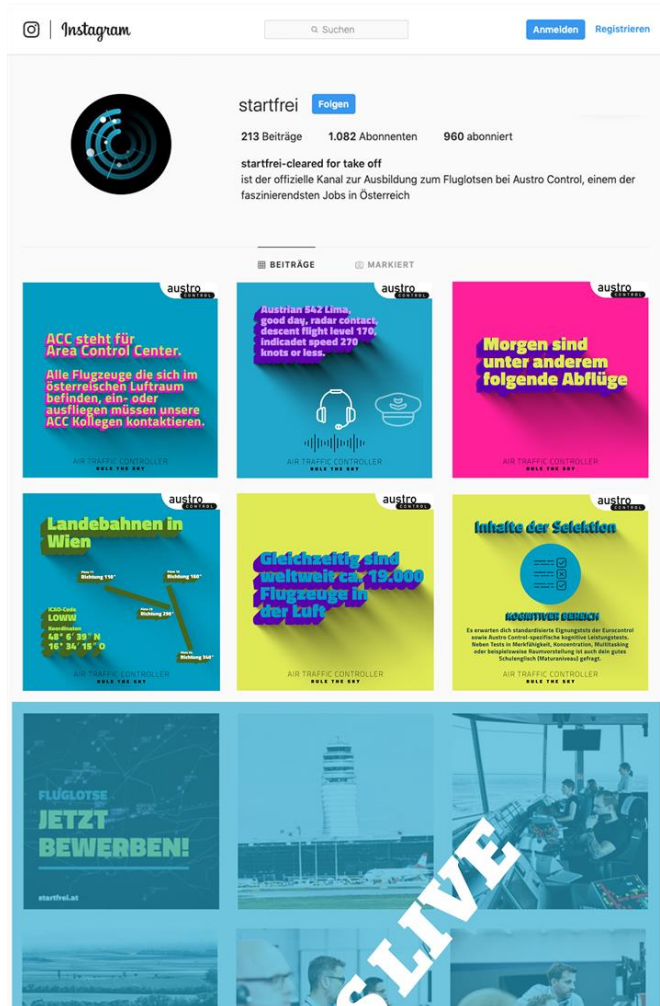
### Conclusion:

Austro Control will continue to focus its recruiting efforts on online-marketing. The evaluation of feedback provided by our applicants indicates that a mix of online activities and classic advertising is the way forward and will generate the maximum number of new and suitable candidates.



# Examples ....

Instagram:

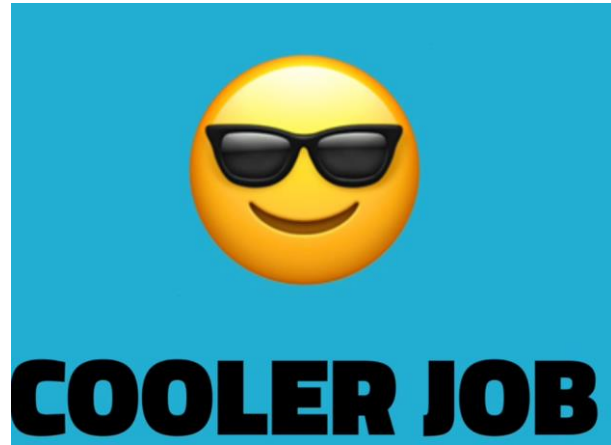


## Examples ....

Twitch (Youtube for gamer)



Youtube Bumper



Ad (message: people are still flying...)





## Selection process during COVID 19

- Our selection process was and is going on (Exception during lock downs).
- We established protective measures:
  - maximum of 10 persons in the testing room (9 applicants and 1 test supervisor)
  - 2 meters safety distance
  - wearing of face masks, also during the interview
  - protecting walls (plexiglass)
  - hygiene measures
  - separate waiting areas to avoid contact between staff and applicants
- A big challenge during the interview is that one main information in the communication with the candidate, namely the facial expression, is missing.



## Making the ATCO-job more attractive

- The challenge for the future is not only to attract the ATCO-job for applicants by promoting further **rational benefits** (e.g. job security, salary). Each generation (X, Y, Z, ...) has their own needs and we are requested, to adapt your marketing activities continuously. Nevertheless we can't be sure, that our ATCOs will stay with us until they retire.
- For the future it's rather necessary to focus additional on **emotional benefits** (values, purposes, identity, culture – develop a „Team Spirit“/Common Identity). We would like to pick up the applicants to a „candidate journey“, which starts with marketing activities and ends either with becoming an ATCO or in the worst case with outplacement activities (of course accomplished with activities during selection and training) = investments in **employee retention** (which has to be continued during the whole life cycle of an ATCO)
- Best Recruiters: We are participants of the annual „Best recruiters“-Studies (D-A-CH) ([www.bestrecruiters.eu](http://www.bestrecruiters.eu)) to measure and optimize our recruiting performance – benchmarks with other employers, best practice recommendations

